



ECO-INNOVATION

WHEN BUSINESS MEETS THE ENVIRONMENT

CIP Eco-Innovation Call: Market Replication Projects How to Apply for Funding 2010

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<http://ec.europa.eu/environment/etap/ecoinnovation>

What do you need to start?

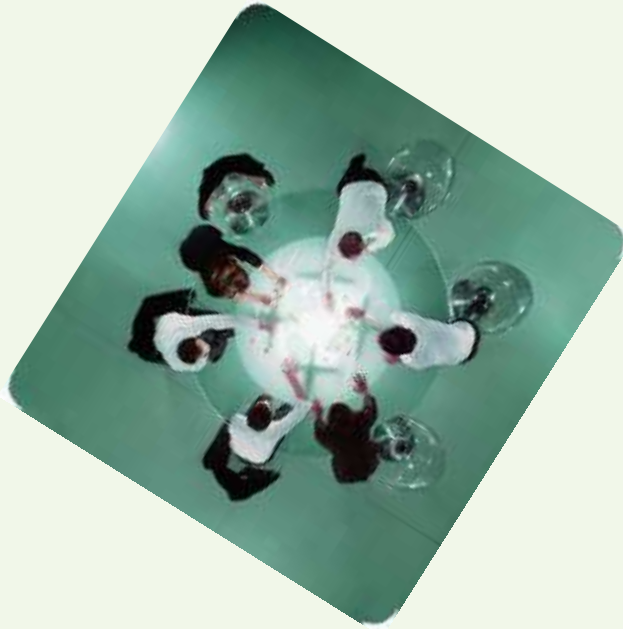
- A good idea that matches with CIP Eco-innovation objectives
- A thorough reading of the Call and the following supporting documents:
 - ▶ Frequently Asked Questions (9 pp)
 - ▶ Guide for proposers (40 pp, explaining all steps)
- Application Forms – access through the online submission system EPSS



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How do you start?



- Think about the core tasks of your idea
- How does the project idea match with the call?
- How can you determine success?
- Tasks and timeline
- Budgets and resources

- You need to provide all the information using the online submission system and application forms!

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Skills



Good technical realisation
requires professional
know-how

Make sure you
have the skills
your project
needs

- Specialists in your team
- Subcontractors
- Expert boards
- Networks

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Indicator requirements (xls-sheet in Part C)

■ Improved environmental performance

- CO₂ emissions
- Particulate matters
- Tons of waste diverted from landfills

■ Better use of natural resources

- Resource efficiency
- Reduced water consumption
- Energy from RES and energy efficiency

■ Economic Performance / Market Replication

- Market size in million Euros
- Number of start ups
- Leverage factor / expected revenues
- Patents



Result / impact indicators “SMART”

“Specific, Measurable, Achievable, Realistic, Timebound”

- Absolute and/or relative values, predicted for the project end and for 2 years after the project
- Think about how you will measure them/ introduce a task

For example:

- 10mt reduction of CO₂ emissions
- 55% – 60% reduction in nitrogen discharge compared to traditional process
- 5000m³ reduction of water consumption

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Realistic costing is required !

- **Direct staff costs – hourly costs must equal actual salary (from pay slips) + social charges**
Be sure you can substantiate staff costs (eg: copies of payslips)
- **Equipment and infrastructure (depreciated, only parts for innovative action)**
- **Sub-contracts to specialised professionals but not core tasks – up to 35% of total eligible costs**
- **Meetings and travel – budget should be reasonable**
- **Other specific cost (not: electricity & gas)**
- **7% of the total eligible direct costs for overheads/indirect costs**



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Equipment and Infrastructure

- A clear description should be given for each item
- Durable equipment must be specifically required for the action – no budget for standard office equipment will be accepted
- Includes only the portion of the equipment's depreciation
 - ▶ necessary to realise the proposed action and clearly directly related to the innovative action proposed
 - ▶ corresponding to the duration of the action and to
 - ▶ the rate of actual use for the purpose of the action
- The purchase cost must be capitalised in the books of the beneficiary or co-beneficiary according to the applicable accounting rules



Co-financing

- Funding from EU tax payers must be justified – Why EC money instead of local/regional/national funding?
- Explain WHY you (or others) are willing to co-finance the action
- State clearly the status of negotiations in case of an application for co-financing from a 3rd party
- Income e.g. generated by selling of your eco-innovative product, can be used as co-financing – but you cannot generate profit

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Intellectual Property Rights Issues

- Participants need to provide scientific and technical information to us (proposal and project reports)
- Ensure that you are allowed to use the technology and explain IPR issues linked to it
- The CIP Eco-innovation programme requests you to share information and disseminate project results – as long as this does not go against IPR
- Service by the European Commission to assist with the protection of IPR: <http://www.ipr-helpdesk.org/home.html>
- To arrange IPR within the consortium, a consortium agreement might be set up

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Planning your proposal – the critical path

GIVE DETAILED EXPLANATIONS IN YOUR PROPOSAL !

- **Starting point - What is the existing situation ? Business Plan ? Market Analysis ? Preparatory Studies/Existing Prototypes ? Competitors/Innovation? Where does your project come into the picture?**
- **Work packages - What exactly do you propose to do? Will your work plan allow you to manage the project and to achieve the objectives?**
- **Results – Measure your impacts! Identify measurable indicators to describe your impacts**
- **Replication Potential: What are the possibilities for market replication?**

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Writing your proposal

“Help” in Application Forms and Proposers’ Guide

- **Strong competition: you need an innovative workable solution which will have economic and environmental benefits!**
- **Start early enough - Late submissions are not evaluated!**
- **Easy to read? - evaluators assess it in ~2 to 4 hours. Have it read by an outsider (no jargon, simple for non mother tongue readers)**
- **Respect limits of length, but give as much detail as necessary in each work package, and explain what each partner will actually do, how (methodology), and what will be delivered**

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Writing your proposal (things to do) I

- Provide answers to all award criteria
- Create a clear picture of what will happen and how
- Demand driven approach with clear view on the market
- Include clear flow charts regarding processes
- Realistic time planning – account for the time needed for permits (environmental / construction etc)



Writing your proposal (things to do) II

- **Measure the performance of your project using the predefined table: Realistic, but ambitious targets**
- **Estimate appropriate efforts for each partner and each work package throughout the proposal**
- **Choice of partners and subcontracting is clearly explained, and their skills fit with the allocation of tasks in the work packages**
- **Ensure that you have attached the correct files when submitting your proposal**



Writing your proposal (things not to do)

- Do not submit a research project
- Do not submit an energy project
- Do not forget the LCA perspective (Life cycle assessment) when describing the environmental benefits
- Replication is not the same as dissemination
- Do not merely quote policy texts, but link your project to EU policies. Explain the problem (market failure) that you plan to address, and how you will do it
- Do not wait too long with submitting your proposal – you can always replace earlier versions



Which are the parts of a proposal?

You must use the forms provided:

- **Part A: Administrative information**
- **Part B: Work description**
- **Part C: Budget and indicators**
- **Annexes**
 - ▶ Letters of Intent
 - ▶ Legal documents

- **Attention: to be successful you need to provide**
→ **sufficient answers to all award criteria!**
Follow the structure of the forms, especially Part B/C



Work Package Descriptions

- **Work Packages are the core to describe your action**
- **Their structure is pre-defined:**
 - ▶ **Name/ Number/ WP leader/ Duration**
 - ▶ **Roles and contributions of each participant including no. of hours**
 - ▶ **Justification of costs for subcontracting, equipment, other**
 - ▶ **WP overview**
 - ▶ **Tasks**
 - ▶ **Deliverables**



Obligatory Work Packages

- **Three WPs are obligatory:**
 - ▶ **Management**
 - ▶ **Exploitation and Business Plan**
 - ▶ **Dissemination Activities – including pre-described tasks on request of EACI**
- **Add your own technical WPs**



How will proposals be evaluated?

- **Fair and equal treatment of all proposers:**
 - ▶ Based on the criteria announced in the Call
 - ▶ Confidential process, no conflicts of interest
 - ▶ Independent external experts as advisers
- **Transparency: You will receive a feedback on your proposal arguing each award criterion and its score**
- **Four successive checks:**
 1. Eligibility criteria (yes/no)
 2. Exclusion Criteria (yes/no)
 3. Selection criteria (yes/no)
 4. Award criteria (scores with thresholds)

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Call for proposals 2010: Some Eligibility Criteria

Any legal person who is located in one of the following countries:

- 27 EU Member States
- EFTA countries, which are members of the EEA:
Iceland, Liechtenstein, Norway,
- Plus:
 - ▶ Albania
 - ▶ Croatia
 - ▶ Former Yugoslav Republic of Macedonia
 - ▶ Israel
 - ▶ Montenegro
 - ▶ Serbia
 - ▶ Turkey
 - ▶ Further countries depending on bilateral agreements

■ Emphasis on SMEs

■ One partner is formally sufficient, but: EU added value!

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Call for proposals 2010: Selection and Exclusion Criteria

- Applicants must show that they have the **FINANCIAL** capacity to complete the action. *Submit balance sheets (not needed for public organisations)*
 - ▶ => YES or NO
- Applicants must show that they have the **TECHNICAL** capacity to complete the action. *Submit information on key personnel, description of organisation, previous experience, etc.)*
 - ▶ => YES or NO
- Applicants must sign a declaration, that they are not bankrupt etc.



Call for proposals 2010: Award Criteria

You need to reach the threshold of each criterion (x of 10) and a total threshold of at least 34



- **Relevance of the action (7 of 10):** alignment with Call priorities and environmental policies, innovation, substantial environmental benefits & SMEs
- **Quality of the proposed actions (6 of 10):** Soundness and coherence of project from the technical and project management perspective;
- **Impact on target audience (6 of 10):** Replication during and after the project, exploitation & business approach
- **Budget and cost-effectiveness (6 of 10):** appropriate level of effort per task/partner, justified costs, notably equipment/ cofinancing
- **European added value (6 of 10)**

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No formal criterion on international partnership. However, European added value of Eco-Innovation projects is part of the award criteria:

- Value generated by the project being a EU-funded project as compared to local, regional & national actions
- EU dimension of the market barriers
- Level of European cooperation in the project



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Application is only possible online

- **EPSS: Electronic Proposal Submission System**
- **Link to be followed via the CIP Eco-innovation website**
- **Submission of proposals only electronically and using the application forms**
- **Deadline is 17:00:00 Brussels time straight. Even one second too late will not be accepted!**



Eco-Innovation Key documents

- **Call for Proposals 2010 (en, fr, de)**
 - ▶ detailing evaluation criteria, announcing priorities and deadlines
- **Model Grant Agreement (same as for 2009)**
- **see 2009 documents – adaptations still pending:**
 - ▶ Guide for Proposers
 - ▶ EPSS User Guide
 - ▶ Application forms
 - ▶ FAQ

Available via Eco-Innovation website :

<http://ec.europa.eu/ecoinnovation>

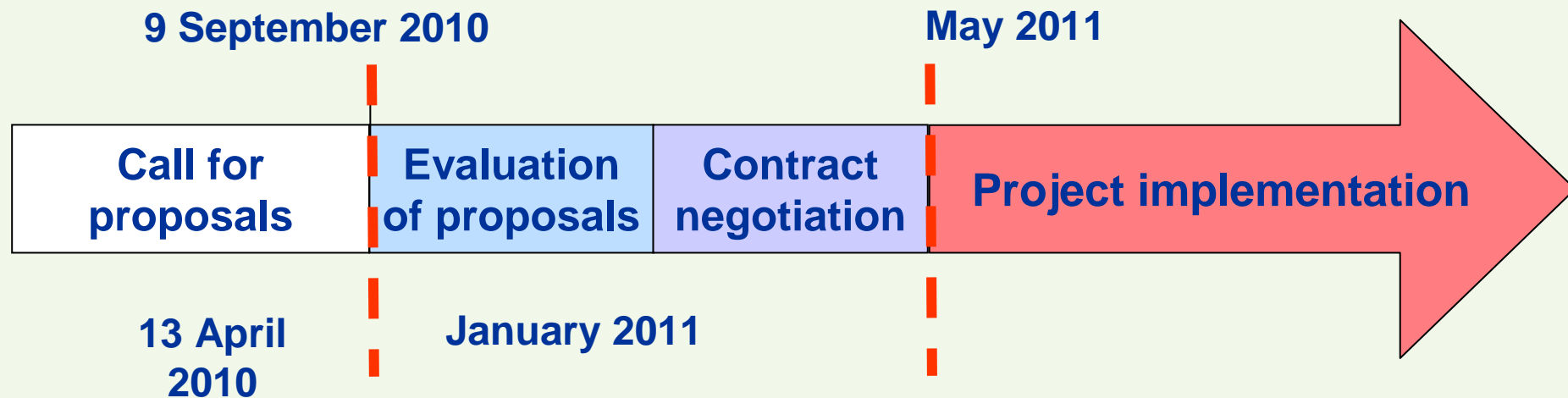
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Timeline : from proposal to signature of Grant Agreement



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Thank you for your attention

**For questions: contact our mailbox at
eaci-eco-innovation-enquiries@ec.europa.eu**



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